

Station Popularity & Reception Conditions
within East Germany

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UNCLASSIFIED

The attached report shows an extraordinary increase in the proportion of persons listening to RIAS -- from 35% to 70%. (See p. 5.)

This is a reversal of a downward trend that had caused a good deal of concern; from a figure of 57% in 1956 to a figure of 44% and then 35% in 1957. The present figure of 70% therefore represents not only a return to the previous level but a considerable surpassing of that level. RIAS is again in unchallenged first place among Western stations; WDR and Sender Freies Berlin are tied for second with 43% each.

A search for possible defects in the sample or in the interviewing revealed nothing; the change is apparently quite genuine.

The extent to which it has been brought about by changes in the program, or by changes in the political climate in East Germany, is a question that calls for further study. It is not caused by any let-up in jamming (which has if anything become more serious), but one factor apparently is the marked increase in the use of FM, which is relatively unjammed. (See pp. 13-15.)

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I N T R O D U C T I O N

This report is another in a series of studies designed to examine the radio listening habits of East Zone Germans and specifically to determine the size of the radio audience for RIAS along with the quality of the reception of their transmissions available in the East Zone.

Conditions for obtaining the necessary information are admittedly not perfect. But these expositions held in West Berlin do attract numbers of East German visitors from which a quota sample approximating the total East German population can be constructed. In view of the absence of proper statistical knowledge concerning the East German population, only two controls are possible - sex and geographical distribution. Readers of these reports must keep in mind that in addition to the deficiencies inherent in a quota sample, there is an unknown degree of bias in the enforced usage of those East Germans who come to the West and allow themselves to be interviewed. Careful examination of the sample composition for each of these studies is, therefore, earnestly recommended since it is not possible to say with any degree of certainty whether sample variations are due to actual changes in the character of the group coming to West Berlin for a particular Fair, or whether the changes are merely sample variations.

The sample of 600 East German adults (18 years of age and older) was interviewed between September 13 and 28, 1958 by DIVO, Marktforschung - Meinungsforschung - Sozialforschung, a German research organization working under contract for the Research Staff.

S U M M A R Y

Part I - General Listening Habits

Seven out of ten East Germans apparently now listen to RIAS, while four out of ten tune in Sender Freies Berlin or NDR. Compared with the findings among visitors to the INTERBAU of 1957, this is a doubling of the RIAS audience. And with four out of ten East Zone Germans naming RIAS as their favorite station, this also represents a doubling of its position in this category over the level it held during the past several years. The percentage of the population now listening to RIAS has gone up among all groups, even over the level of 1956. SFB's recent modest gains leave it behind where it was in 1956.

Part II - Confidence in Different Radio Stations

RIAS is named as the best **radio** source for information about developments in the Free World, but even more so as a source of information about events in the GDR! The reliance upon RIAS is further borne out by the fact that four out of ten East Germans (regardless of the stations to which they listen) named RIAS both as the station to turn to for information about the Free World and for events within the GDR. Only one out of ten accorded this honor to either SFB or to NDR.

During the Lebanese crisis two out of three radio listeners said that they had actually relied mainly upon RIAS to follow developments. At that time hardly anyone relied exclusively upon one of the East Zone stations (4%), while exclusive reliance upon RIAS was more in evidence (17%).

Part III - RIAS Listeners

The group now indicating that it listens to RIAS is a more faithful one. Two out of three now say that they listen to RIAS every single day whereas before only about half were daily listeners. The earlier tendency to listen to RIAS in the evening hours is even stronger today. F.M. and medium wave (which are mainly utilized for evening listening) are now equally cited as the channels over which listening to RIAS usually occurs, although in 1956 medium wave was by far the most often mentioned. Long wave is apparently only of importance during the morning hours.

RIAS's medium wave listeners are now considerably more familiar with the exact frequencies to which they must tune in in order to hear the station. Three out of four utilizing medium wave can give the number - 989 kc is the one cited by the largest percentage.

Almost every RIAS listener now listens to at least some of RIAS's political programs. "Broadcasts for the Soviet Zone", of all programs mentioned, have recorded the largest gain in audience appeal.

Despite the significant gains recorded in the size of the audience to RIAS programs, listeners call its reception worse than it has been in the past. They not only say so in general terms, but when analysis is made of the replies concerning quality of reception in the different Laender support is found for the overall judgment. Reports about short wave and long wave indicate that it is now worse than for medium wave. Even the F.M. signal seems to have deteriorated; so that only in Brandenburg is there still excellent RIAS F.M. reception. Perhaps because of the very worsening of reception conditions, it was found that RIAS listeners now seem to utilize several wave lengths. Three out of ten (as contrasted with but one out of ten in 1957) made use of all four channels.

Part IV - Comparative Reception Conditions for RIAS, SFB, and West German Stations

The quality of reception recorded for the West German radio stations (taken as a unit) was found to be superior to that of either RIAS or SFB over F.M., but only slightly better over medium wave. However, over short wave and long wave the West German stations' reception was just as poor as that found for the West Berlin stations.

In general, Sender Freies Berlin's F.M. signal is about the same as that for RIAS. Their medium wave signal, however, has a slight advantage over that of RIAS.

Part I - General Listening Habits

Section 1 - Composition of Sample

SHIFT IN COMPOSITION OF EAST GERMAN 1958 INDUSTRIAL FAIR VISITORS ...

A study of the personal characteristics of the East German visitors to the 1958 Berlin Industrial Fair reveals that, while in the main, it corresponds with those of visitors to former Fairs, there is an apparently significant shift.

Since the "Green Week" Fair is aimed primarily at rural people, there is the normal expectation that there will be proportionately more farmers at such an occasion than there is at an Industrial Fair; and while the INTERBAU was essentially a building exposition, it too, might be expected to attract a specific segment of the population rather than a representative group of the total East Zone population.

This year's sample of East Germans visiting the Industrial Fair might well be expected to approximate that of previous Industrial Fairs. In the absence of a survey at the 1957 Berlin Industrial Fair, comparison will have to be made with the study of visitors to the 1956 Industrial Fair. It does not, however, correspond in every respect. The educational level is significantly lower; there are more people in the 45 to 54 years age bracket, and there is a greater proportion of skilled and semi-skilled laborers.

Comparative figures for Education, Age and Occupation can be studied in the table below. Comparisons by Land and Sex should not be made inasmuch as they were the controls upon which the sample was constructed.

COMPOSITION OF THE SAMPLES

	Industrial Fair 1956 (500)	"Green Week" 1957 (1001)	INTERBAU 1957 (2000)	Industrial Fair 1958 (600)
<u>Education:</u>				
Elementary school	62%	76%	49%	72%
Beyond elementary	<u>38</u> 100%	<u>24</u> 100%	<u>51</u> 100%	<u>28</u> 100%
<u>Age:</u>				
Up to 24 years	12%	20%	26%	7%
25 to 34 years	18	20	21	12
35 to 44 years	18	19	18	21
45 to 54 years	24	25	20	35
55 years and over	<u>28</u> 100%	<u>16</u> 100%	<u>15</u> 100%	<u>25</u> 100%
<u>Occupation:</u>				
Professionals	11%	3%	12%	7%
Businessmen	15	6	6	4
White-collar workers	15	8	17	9
Skilled laborers	10	9	11	23
Semi-skilled laborers	6	6	5	11
Domestic service	4	1	3	3
Farmers; farmhands	5	37	2	6
Housewives	21	22	23	22
Pensioners; retired	10	4	5	9
Students; apprentices; pupils	3	4	15	3
No answer	<u>-</u> 100%	<u>-</u> 100%	<u>1</u> 100%	<u>3</u> 100%
<u>Land:</u>				
Brandenburg	15%	15%	15%	15%
Sachsen	32	32	32	32
Sachsen/Anhalt	25	25	25	24
Thuringen	16	16	16	17
Mecklenburg	<u>12</u> 100%	<u>12</u> 100%	<u>12</u> 100%	<u>12</u> 100%
<u>Sex:</u>				
Men	45%	46%	45%	46%
Women	<u>55</u> 100%	<u>54</u> 100%	<u>55</u> 100%	<u>54</u> 100%

Section 2 - Station Popularity

SEVEN OUT OF TEN NOW LISTEN TO RIAS ...

While the last few surveys of East German visitors to West Berlin Fairs showed steady declines in the percentages of those listening to RIAS, the most recent survey shows a considerable gain in the size of the RIAS audience. The proportion of seven out of ten (70%) now found to be listening to RIAS is twice that found among the INTERBAU visitors (35%), and even higher than that which was the case among East German visitors to the 1956 Industrial Fair (57%).

Sender Freies Berlin's audience remained stable - as it has over the past few years - with four persons out of ten turning to it (43% in the present study as compared with 37% among the INTERBAU and 45% among the visitors to the 1956 Industrial Fair).

The audience for the East Zone stations has also remained remarkably constant at just under eight out of ten (76%). One must keep in mind, however, there are actually three stations comprising the East German system; Radio DDR, Deutschlandsender, and Berliner Rundfunk.

RIAS's gain would appear to be NDR's loss, for it is one of the few stations which recorded losses in audience appeal. But while their present figure of 43 per cent is considerably lower than that found for NDR among INTERBAU visitors during the Summer of 1957 (64%) it is just as high as the level recorded in the "Green Week" survey of February 1957 and higher than the level in 1956.

"To which stations do you usually listen?"

	Industrial Fair 1956 (500)	"Green Week" 1957 (1001)	INTERBAU 1957 (2000)	Industrial Fair 1958 (600)
RIAS	57%	44%	35%	70%
Sender Freies Berlin (Radio Free Berlin)	45	43	37	43
NDR (Hamburg)	29	45	64	43
WDR (Cologne)	18	7	14	8
South West station	9	10	23	9
Other West German stations	29	24	32	46
Radio London (BBC)	11	14	33	27
Other stations: ...	5	4	7	3
Radio DDR	} 81	} 82	} 77	} 76
Deutschlandsender				
Berliner Rundfunk				
(Radio Berlin)				
	284% [@]	273% [@]	322% [@]	325% [@]

@ Some respondents named more than one station.

ONLY ONE OUT OF TWENTY RELIES ON EAST ZONE STATIONS EXCLUSIVELY ...

Despite the fact that more than three out of four respondents (76%) said that they listened to one or more of the East Zone stations when asked to say to which stations they usually listened, it is most enlightening to observe that when their replies are edited, in order to determine the various combinations of stations (by geographical source), we see that only one out of twenty (5%) mentioned an East Zone station without also mentioning some other radio station!

In studying the various combinations revealed in the table below, one can see that among those who listen to East Zone stations more than 5 out of 7 also named one of the two West Berlin stations (57% of the 76%), while over half (49% of the 76%) linked their East Zone station listening with West German stations.

Among the quarter (24%) which does not listen - according to their replies - to any of the East Zone stations, there is very little reliance upon any single source. Only one out of eight (3% of the total), almost as much as was the case replying exclusively on East Zone stations, is found relying only on the West Berlin stations.

"To which stations do you usually listen?"

		<u>Industrial Fair 1958</u>
<u>Listen to East Zone stations</u>		(76%)
East Zone stations only	5%	
East Zone + West Berlin	22	
East Zone + West German		
+ BBC	14	
East Zone + West German		
+ BBC + West Berlin	35	
<u>Do not listen to East Zone stations</u>		(24%)
West Berlin stations only	3%	
West German + BBC	2	
West German + BBC		
+ West Berlin	19	
		<u>100%</u>

RIAS NOW FAVORITE STATION - - NAMED BY FOUR OUT OF TEN ...

For the first time in many years RIAS emerges as the favorite station of the East German radio audience. It is now named by four-tenths (41%) as their favorite station. This is a sudden and dramatic gain inasmuch as in the preceding three surveys RIAS was never mentioned by more than half as many (20%) before.

SFB held its position as the second best liked station, while NDR dropped sharply (based on the previous survey).

If we contrast the 1958 Industrial Fair ratings with those obtained at the time of the 1956 Industrial Fair, RIAS becomes the only station to show any appreciable change ... namely, from 20 per cent to 41 per cent. East Zone stations are only named by one out of twenty (5%) as the favorite and one out of ten (11%) names a West German station other than NDR.

"And which of the stations you usually listen to,
do you like best?"

	Industrial Fair 1956 (500)	"Green Week" 1957 (1001)	INTERBAU 1947 (2000)	Industrial Fair 1958 (600)
RIAS	20%	20%	10%	41%
Sender Freies Berlin (Radio Free Berlin)	23	22	16	19
NDR (Hamburg)	16	25	41	17
WDR (Cologne)	8	2	3	-
South/West station	3	2	4	1
Other West German stations	7	9	8	10
Radio London (BBC)	3	2	3	6
Other stations	1	1	1	1
Radio DDR	}	}	}	}
Deutschlandsender				
Berliner Rundfunk (Radio Berlin)				
	4	11	9	5
No opinion	$\frac{15}{100\%}$	$\frac{6}{100\%}$	$\frac{5}{100\%}$	$\frac{*}{100\%}$

* Less than one half of one per cent.

Section 3 - Composition of Station Audiences

In addition to determining which stations are listened to and which are named as the one people like to listen to the best, an analysis of the personal characteristics of the audiences to the different stations over the years adds to the understanding of the general rise or decline of the audience.

In the tables below, which present the percentages of the East Germans in each of the groups who say that they listen to that particular station, the data is presented for the Industrial Fair survey of 1956, the INTERBAU survey of 1957, and the recent 1958 Industrial Fair survey. Figures from the survey during the "Green Week" have been omitted because, aside from their peculiarities - i.e. more farmers, there are enough columns of figures to call attention to the differences found between the 1957 and 1958 data - and between the 1956 and 1958 results! In view of the sharp drop recorded for RIAS during 1957, there is some merit in drawing attention to the net differences from 1956 rather than INTERBAU 1957.

Section 3a - The RIAS Audience

RIAS AUDIENCE UP IN ALMOST ALL POPULATION GROUPS - EVEN FROM 1956 ...

While the gain in the percentages of each segment of the East Zone population listening to RIAS now as against 1957 is spectacular in every single instance (see the column of Net Differences 1957-1958), when comparing the 1956-1958 Net Differences there are a few notable exceptions to the pattern. That is, the percentages listening to RIAS in 1958 are usually higher than those recorded back in 1956 - except among professional people, businessmen and farmers.

The patterns of listening to RIAS are most interesting among the different Laender. The rank order has not changed. RIAS still has more people in Brandenburg listening to it than it has in any of the other Laender. It has made its largest gains in those Laender (Thuringen and Mecklenburg) where the smallest proportions had listened to RIAS. As a result, it is once again possible to say that in every single Land in the GDR a majority of the population now listens to RIAS.

RIAS Audience 1956 - 1958

	<u>Industrial Fair 1956</u>	<u>INTERBAU 1957</u>	<u>Industrial Fair 1958</u>	<u>NET DIFFERENCES</u>	
				<u>1956-58</u>	<u>1957-58</u>
<u>Total</u>	57%	35%	70%	+ 13	+ 35
<u>Sex:</u>					
Men	57	38	72	+ 15	+ 34
Women	58	32	69	+ 11	+ 37
<u>Education:</u>					
Elementary school	59	35	73	+ 14	+ 38
Beyond elementary	56	35	64	+ 8	+ 29
<u>Age:</u>					
Up to 44 years	59	34	77	+ 18	+ 43
45 years and over	56	36	66	+ 10	+ 30
<u>Occupation:</u>					
Professionals	59	37	54	- 5	+ 17
Businessmen	61	41	52	- 9	+ 11
White-collar workers	56	29	73	+ 17	+ 44
Skilled laborers	52	41	71	+ 19	+ 30
Semi-skilled laborers	60	37	78	+ 18	+ 41
Domestic service	47	44	67	+ 20	+ 23
Farmers; farmhands	71	33	62	- 9	+ 29
Housewives	57	33	73	+ 16	+ 40
Pensioners; retired	58	38	73	+ 15	+ 35
Students; apprentices; pupils	50	34	84	+ 34	+ 50
<u>Land:</u>					
Brandenburg	85	79	92	+ 7	+ 13
Sachsen	60	34	72	+ 12	+ 38
Sachsen/Anhalt	54	27	58	+ 4	+ 31
Thuringen	45	18	67	+ 22	+ 49
Mecklenburg	39	20	67	+ 28	+ 47

Section 3b - The SFB Audience

DESPITE RECENT GAINS, SFB STILL BEHIND 1956 POSITION ...

Sender Freies Berlin, the other West Berlin radio station also participated in the rise in radio listeners, but to a much smaller degree than that achieved by RIAS. This gain, which gave them plusses in Net Differences of 1958 over 1957, was not enough to bring them up to the point which they had had in 1956 with many of the population sub-groups. Particularly among farmers, pensioners, and students did SFB fall short of its earlier position. Land-wise, only in Brandenburg, does it now improve its position over 1956, and only in Sachsen/Anhalt does it equal it. In all other Laender it is still behind its former position.

SFB Audience 1956 - 1958

	Industrial Fair 1956	INTERBAU 1957	Industrial Fair 1958	<u>NET DIFFERENCES</u>	
				1956-58	1957-58
<u>Total</u>	45%	37%	43%	- 2	+ 6
<u>Sex:</u>					
Men	48	41	48	-	+ 7
Women	43	34	40	- 3	+ 6
<u>Education:</u>					
Elementary school	46	38	44	- 2	+ 6
Beyond elementary	44	36	41	- 3	+ 5
<u>Age:</u>					
Up to 44 years	46	38	44	- 2	+ 6
45 years and over	44	35	43	- 1	+ 8
<u>Occupation:</u>					
Professionals	32	31	33	-	+ 2
Businessmen	59	41	44	- 15	+ 3
White-collar workers	52	35	53	+ 1	+ 18
Skilled laborers	46	47	44	- 2	- 3
Semi-skilled laborers	53	39	45	- 8	+ 6
Domestic service	32	46	33	+ 1	- 13
Farmers; farmhands	71	33	46	- 25	+ 13
Housewives	57	33	50	- 7	+ 17
Pensioners; retired	58	45	37	- 21	- 8
Students; apprentices; pupils	50	39	27	- 23	- 12
<u>Land:</u>					
Brandenburg	59	74	69	+ 10	- 5
Sachsen	43	42	40	- 3	- 2
Sachsen/Anhalt	45	24	45	-	+ 21
Thuringen	32	10	25	- 7	+ 15
Mecklenburg	52	39	46	- 6	+ 7

Section 3c - The NDR Audience

RECENT DECLINE IN ALL GROUPS STILL LEAVES NDR AHEAD OF 1956 IN MOST GROUPS ...

In the 1957 INTERBAU survey NDR emerged as the leading station by a wide margin. With its seeming return to its earlier position (in losing about one out of five of its audience), it still is actually better off in most population groups than it was in 1956.

The station's greatest recent losses are among businessmen (- 30) and in Sachsen (- 28) but in both instances there remain Net Differences of + 10 and + 11 when based on 1956-58.

NDR Audience 1956 - 1958

	Industrial Fair 1956	INTERBAU 1957	Industrial Fair 1958	NET DIFFERENCES	
				1956-58	1957-58
<u>Total</u>	29%	64%	43%	+ 14	- 21
<u>Sex:</u>					
Men	33	66	43	+ 10	- 23
Women	27	62	44	+ 14	- 18
<u>Education:</u>					
Elementary school	28	58	45	+ 17	- 13
Beyond elementary	31	68	40	+ 9	- 28
<u>Age:</u>					
Up to 44 years	33	66	45	+ 12	- 21
45 years and over	26	60	40	+ 14	- 20
<u>Occupation:</u>					
Professionals	38	70	46	+ 8	- 24
Businessmen	30	70	40	+ 10	- 30
White-collar workers	29	61	38	+ 9	- 23
Skilled laborers	31	59	48	+ 17	- 11
Semi-skilled laborers	27	60	47	+ 20	- 13
Domestic service	21	58	28	+ 7	- 30
Farmers; farmhands	38	87	60	+ 22	- 27
Housewives	28	67	46	+ 18	- 21
Pensioners; retired	21	29	19	- 2	- 10
Students; apprentices; pupils	43	68	41	- 2	- 27
<u>Land:</u>					
Brandenburg	23	28	21	- 2	- 7
Sachsen	22	61	33	+ 11	- 28
Sachsen/Anhalt	31	80	64	+ 33	- 16
Thuringen	28	58	34	+ 6	- 24
Mecklenburg	54	88	74	+ 20	- 14

Section 3d - The Audience for the East Zone Stations

SHIFTS IN EAST ZONE STATION AUDIENCE ONLY MINOR ...

The proportions of the East Germans reporting listening to any of the East Zone stations has remained fairly stable from 1956 to 1957, and now appears to also be about the same for 1958. Hence when comparisons are made between 1958 and 1956 there are but few significant differences to be found.

Businessmen are now found to be turning in increasing numbers to the East Zone stations (+ 21 for 1957-58 and a Net Difference of + 17 for 1956-58), while significantly smaller numbers of semi-skilled laborers (- 30 and - 31) and students (- 8 and - 23) are now listening to these stations.

East Zone Station Audience 1956 - 1958

	<u>Industrial</u> <u>Fair 1956</u>	<u>INTERBAU</u> <u>1957</u>	<u>Industrial</u> <u>Fair 1958</u>	<u>NET DIFFERENCES</u>	
				<u>1956-58</u>	<u>1957-58</u>
<u>Total</u>	81%	77%	76%	- 5	- 1
<u>Sex:</u>					
Men	77	77	73	- 4	- 4
Women	84	76	79	- 5	+ 3
<u>Education:</u>					
Elementary school	80	78	76	- 4	- 2
Beyond elementary	82	76	75	- 7	- 1
<u>Age:</u>					
Up to 44 years	81	80	76	- 5	- 4
45 years and over	80	71	76	- 4	+ 5
<u>Occupation:</u>					
Professionals	75	74	70	- 5	- 4
Businessmen	75	71	92	+ 17	+ 21
White-collar workers	84	78	83	- 1	+ 5
Skilled laborers	73	82	82	+ 9	-
Semi-skilled laborers	90	89	59	- 31	- 30
Domestic service	84	78	83	- 1	+ 5
Farmers; farmhands	83	87	77	- 6	- 10
Housewives	86	70	75	- 11	+ 5
Pensioners; retired	77	75	75	- 2	-
Students; apprentices; pupils	93	82	70	- 23	- 8
<u>Land:</u>					
Brandenburg	71	67	66	- 5	- 1
Sachsen	84	83	78	- 6	- 5
Sachsen/Anhalt	84	73	78	- 6	+ 5
Thuringen	81	84	78	- 3	- 6
Mecklenburg	76	69	78	+ 2	+ 9

Part II - Confidence in the Different Radio Stations

RIAS CALLED BEST SOURCE OF INFORMATION ON THE FREE WORLD ...
EVEN GREATER RELIANCE ON RIAS FOR NEWS OF GDR DEVELOPMENTS ...

All East Zone radio listeners, regardless of the stations to which they said that they usually listened, were asked to name the station best suited as a source of information about developments in the Free World.

Almost every second person (46%) named RIAS, while NDR and Sender Freies Berlin were far behind with but 17 per cent and 16 per cent respectively. It is significant that, in this connection, fewer than one out of twenty (4%) named any of the East Zone stations.

When the East German respondents were asked to consider developments within the GDR and to name the radio station which was best qualified to inform them about such happenings, an even greater percentage selected RIAS - 55 per cent as against 46 per cent for the earlier question.

For the most part the relative positions of the other stations remained the same as in the preceding query. There was, however, a slightly greater percentage selecting the East Zone stations now than before (11% as against but 4%).

"And when you consider the situation in the German Democratic Republic and your interest in informing yourself concerning developments in the Free World, which of the following stations, in your opinion, is best suited as a source of information to the people?"
(CARD)

"And which of the following stations is best qualified to inform you about the developments in the German Democratic Republic?" (CARD)

	<u>Industrial Fair 1958</u>	
	About <u>Free World</u>	About <u>GDR</u>
Sender Freies Berlin (SFB)	16%	10%
RIAS	46	55
NDR (Hamburg)	17	12
WDR (Cologne)	*	-
Other West German stations	8	5
East Zone stations	4	11
BBC (Radio London)	7	6
"The Voice of America" via West German stations	-	*
Radio Moscow	-	-
No opinion	2	1
	<u>100%</u>	<u>100%</u>

* Less than one half of one per cent.

Within the GDR, relatively more people in Brandenburg (58%) and less in Sachsen/Anhalt (32%) named RIAS as the best of the stations for information about the Free World. Distribution of replies by Land in respect to the best station for GDR developments shows the same tendency.

That SFB made its best showing in Brandenburg also - while least often in Thueringen - points to the importance of the signal strength which each station can put into each of the Laender. However, the entire topic of reception conditions will be examined in Part IV of this report.

"And when you consider the situation in the German Democratic Republic and your interest in informing yourself concerning developments in the Free World, which of the following stations, in your opinion, is best suited as a source of information to the people?"
(CARD)

	<u>Industrial Fair 1958</u>				
	<u>Branden- burg</u>	<u>Sachsen</u>	<u>Sachsen/ Anhalt</u>	<u>Thue- ringen</u>	<u>Mecklen- burg</u>
	(90)	(193)	(144)	(101)	(72)
Sender Freies Berlin (SFB)	36%	9%	17%	6%	22%
RIAS	58	52	32	48	40
NDR (Hamburg)	3	10	33	8	34
WDR (Cologne)	-	1	-	-	-
Other West German stations	-	10	8	17	-
East Zone stations	2	5	2	7	-
BBC (Radio London)	-	11	7	11	1
No opinion	1	2	1	3	3
	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>

"And which of the following stations is best qualified to inform you about the developments in the German Democratic Republic?" (CARD)

	<u>Branden- burg</u>	<u>Sachsen</u>	<u>Sachsen/ Anhalt</u>	<u>Thue- ringen</u>	<u>Mecklen- burg</u>
	(90)	(193)	(144)	(101)	(72)
Sender Freies Berlin (SFB)	23%	6%	8%	5%	11%
RIAS	69	58	44	55	54
NDR (Hamburg)	1	8	23	6	25
WDR (Cologne)	-	-	-	-	-
Other West German stations	-	7	5	10	-
East Zone stations	6	11	12	16	6
BBC (Radio London)	1	8	7	6	3
"The Voice of America" via West German stations	-	-	1	-	-
Radio Moscow	-	-	-	1	-
No opinion-	-	2	-	1	1
	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>

RIAS LISTENERS, AS EAST GERMANS IN GENERAL, NAME IT AS BETTER SOURCE FOR GDR THAN FOR FREE WORLD DEVELOPMENTS ...

In comparing the responses of our East German interviewees as to which of the stations they felt was the best source of information for Free World and GDR developments, we noted that RIAS, the station most often named in both respects, came out even better when the query had to do with GDR news.

The table below shows that those people who listened to RIAS, confirmed this tendency, while naturally selecting RIAS more often than the total sample did. When the query had to do with developments in the Free World, two out of three (64%) of those who listen at all to RIAS named it as the best station, but when the query had to do with GDR events, three out of four (76%) named it.

"And when you consider the situation in the German Democratic Republic and your interest in informing yourself concerning developments in the Free World, which of the following stations, in your opinion, is best suited as a source of information to the people?" (CARD)

"And which of the following stations is best qualified to inform you about the developments in the German Democratic Republic?" (CARD)

	<u>RIAS Listeners (423)</u>	
	<u>About</u>	
	<u>Free World</u>	<u>About GDR</u>
Sender Freies Berlin (SFB)	17%	8%
RIAS	64	76
NDR (Hamburg)	8	3
WDR (Cologne)	-	-
Other West German stations	4	1
East Zone stations	*	8
BBC (Radio London)	6	3
"The Voice of America" via		
West German stations	-	*
Radio Moscow	-	-
No opinion	1	1
	<u>100%</u>	<u>100%</u>

* Less than one half of one per cent.

FOUR OUT OF TEN NAME RIAS FOR BOTH FREE WORLD AND GDR DEVELOPMENTS ...

A cross-tabulation of the answers of all East Zone radio listeners as to the best radio source for news of happenings within the Free World and within the GDR shows that four persons out of ten (42%) feel that RIAS is the best source for both spheres, while only one out of ten consistently named either NDR (11%) or SFB (9%).

"And which one of the following stations is best qualified to inform you about the developments in the German Democratic Republic?" (CARD)

	SFB	RIAS	NDR	WDR	West German stations	East Zone stations	BBC	VOA	Radio Moscow	No opinion
"And when you consider the situation in the German Democratic Republic and your interest in informing yourself concerning developments in the Free World, which of the following stations, in your opinion, is best suited as a source of information to the people?" (CARD)										
SFB	9%	5%	*%	-%	-%	2%	*%	-%	-%	*%
RIAS	*	42	*	-	*	3	1	-	-	*
NDR	1	3	11	-	-	1	1	*	-	-
WDR	-	-	*	-	-	-	-	-	-	-
West German stations	-	2	-	-	5	1	*	-	-	-
East Zone stations	-	*	-	-	-	3	-	-	-	-
BBC	*	3	-	-	-	*	4	-	-	-
VOA	-	-	-	-	-	-	-	-	-	-
Radio Moscow	-	-	-	-	-	-	-	-	-	-
No opinion	-	*	-	-	-	1	-	-	*	1
...100%										

* Less than one half of one per cent.

DURING CRISIS IN THE LEBANON, WITH MANY STATIONS UTILIZED, TWO OUT OF THREE TURNED TO RIAS, AND ONE OUT OF THREE TO THE EAST ZONE STATIONS ...

After asking what they thought was the station best suited to act as a source of information - for developments in the Free World and in the GDR - another question was asked. This one, however, asked what they had actually done during the recent crisis in the Lebanon and in Iraq.

Since the question was purposely posed so as to call for any and all of the stations utilized at that time, it is noteworthy that respondents averaged two replies each.

RIAS was the station which was mentioned most often, being named by two-thirds (65%) of the people. East Zone stations, SFB, and NDR were each named by about one out of three (34%, 32% and 30% respectively),

"Looking back upon the events in the Lebanon and in Iraq, on which stations did you mainly rely at that time in order to obtain as trustworthy a picture as possible of the situation?"

	<u>Industrial</u> <u>Fair 1958</u>
Sender Freies Berlin (SFB)	32%
RIAS	65
NDR (Hamburg)	30
WDR (Cologne)	3
Other West German stations	17
East Zone stations	34
BBC (Radio London)	23
"The Voice of America" via West German stations	-
Radio Moscow	-
No opinion	2
	<u>206%[@]</u>

@ Some respondents gave more than one answer.

HARDLY ANYONE RELIED ON EASTERN STATIONS ALONE ...

By examination of the answers to the question as to which station they had listened to at the time of the Lebanon and Iraq crisis, it is possible to see to what extent East Germans relied exclusively upon the stations of the GDR or upon RIAS.

Fewer than one person out of twenty (4%) was found to have mentioned only the East Zone stations, while one person out of six (17%) relied exclusively upon RIAS.

If RIAS is considered another Western station, then it can be said that two-thirds of the East Zone population (64%) mainly relied upon Western stations without recourse to any Eastern stations.

Utilization of Stations

	<u>Industrial Fair 1958</u>
East Zone stations <u>only</u>	4%
RIAS <u>only</u>	17
RIAS and only Western stations	34
RIAS and Eastern stations	7
Eastern and Western stations (including RIAS)	6
Western stations, without RIAS	13
Eastern and Western stations, without RIAS	17
No opinion	<u>2</u>
	<u>100%</u>

Part III - RIAS Listeners+

Section 1 - General Listening Habits

RIAS AUDIENCE NOW A MORE FAITHFUL ONE ...

Not only is there a larger audience for RIAS now among the East German respondents, but those who indicated that they listened to RIAS do so more regularly than did those who were interviewed at the Industrial Fair in 1956.

At that time, a majority (53%) said that they listened to RIAS every day. Today, two out of three (65%) of those listening to RIAS are daily listeners. Even if we broaden the concept of "regular" listener to include anyone who listens several times a week, we find that this now includes almost every RIAS hearer (97%), whereas earlier it included but eight out of ten (81%).

"Approximately how often do you listen to RIAS?"

	<u>East Zone RIAS Listeners at the ...</u>	
	<u>Industrial Fair 1956</u>	<u>Industrial Fair 1958</u>
	(288)	(423)
Daily	53%	65%
Two to six times a week	28 } 81%	32 } 97%
Once a week, several times a month	15	3
Less than once a month	4	*
Don't know-	*	*
	<u>100%</u>	<u>100%</u>

* Less than one half of one per cent.

+ For all results in this part of the report those 70 per cent of the sample indicating that they listened to RIAS have been taken as the base, so that all percentages have been recalculated with these 423 persons as 100 per cent.

This series of questions was not asked in the 1957 surveys.

EVENING HOURS PREFERRED EVEN MORE ...

Whereas in 1956 seven out of ten (72%) of the RIAS listeners said that they usually listened in the evening, there was still about a quarter (27%) who indicated that the morning hours were their favorite times for listening to RIAS.

Whether due to changes in working habits, or personal preferences, the proportion selecting evening hours has now climbed to seven out of eight (87%), with a consequent drop in those naming morning hours to one out of ten (12%). There are, in fact, very few listeners left for any of the daylight hours.

"At what time of the day do you usually listen to RIAS?"

East Zone RIAS Listeners at the ...

	<u>Industrial Fair 1956</u>	<u>Industrial Fair 1958</u>
In the morning	27%	12%
At noontime	13	2
In the evening	<u>72</u>	<u>87</u>
	112% [@]	101% [@]

EQUAL RELIANCE ON FM AND MEDIUM WAVE NOW ...

In the past, surveys have repeatedly unearthed the fact that RIAS listeners usually depended upon medium wave frequencies in order to hear the station; but this is apparently no longer true. RIAS listeners now report just as much reliance upon FM as they do for medium wave (46% each). Long wave and short wave continue to play very minor roles (3% and 7% respectively).

"And over which wave length do you usually tune in?"

East Zone RIAS Listeners at the ...

	<u>Industrial Fair 1956</u>	<u>Industrial Fair 1958</u>
Medium wave	75%	46%
F.M.	17	46
Long wave	8	3
Short wave	<u>1</u>	<u>7</u>
	101% [@]	102% [@]

[@] Some respondents gave more than one answer.

FM USAGE HIGHEST IN BRANDENBURG, MEDIUM WAVE IN SACHSEN/ANHALT ...

Tabulation of the type of wave length usually utilized, by the locality in which the respondent lives, reveals that among those who live in Brandenburg there is a greater than average tendency to name F.M. (54%). Among those who live in Sachsen/Anhalt, however, a majority (50%) say that they usually use medium wave in listening to RIAS.

It is interesting to note that Brandenburg residents seem content to name either F.M. or medium wave, while ten per cent or more of the residents of the other Laender add short or long wave as well. In fact, among residents of Sachsen 14 per cent alone name short wave as their means of hearing RIAS.

"And over which wave length do you usually tune in?"

	<u>East Zone RIAS Listeners at the Industrial Fair 1958</u>					<u>No. of cases</u>
	<u>F.M.</u>	<u>Medium wave</u>	<u>Long wave</u>	<u>Short wave</u>	<u>Don't know</u>	
Brandenburg	54%	45%	1%	-%	-%...100%	83
Sachsen	44	44	1	14	1 ...104% [@]	140
Sachsen/Anhalt	40	50	4	6	- ...100%	84
Thueringen	47	43	6	4	- ...100%	68
Mecklenburg	42	46	8	4	2 ...102% [@]	48

FM AND MEDIUM WAVE USED FOR NIGHT TIME LISTENING ... LONG WAVE FOR MORNINGS ...

Another cross-tabulation, of the time of day at which RIAS listening takes place with the type of wave length utilized to do that listening, reveals that while F.M. and medium wave are used equally often for listening during the evening hours (90% and 87%), those who report usage of long wave do so mainly during the morning (77%).

"At what time of the day do you usually listen to RIAS? And over which wave length do you tune in?"

	<u>East Zone RIAS Listeners</u>					
	<u>F.M.</u>		<u>Medium Wave</u>		<u>Long Wave</u>	
	<u>1956</u>	<u>1958</u>	<u>1956</u>	<u>1958</u>	<u>1956</u>	<u>1958</u>
In the morning	22%	8%	20%	11%	57%	77%
At noontime	8	2	10	2	30	8
In the evening	70	90	70	87	13	15
	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>

@ Some respondents gave more than one answer.

RIAS'S MEDIUM WAVE LISTENERS NOW MORE FAMILIAR WITH EXACT FREQUENCIES ...

While there would appear to be a shift away from the former importance of medium wave frequencies for RIAS listeners, those who do utilize RIAS's medium wave lengths seem to be considerably more familiar with the exact wave length needed in order to tune it in correctly.

When this same question (of naming the exact frequency utilized for tuning in RIAS's medium wave signal) was asked in 1956 only about one person out of five who had said that he used medium wave to get RIAS was able to cite the exact number of one of the three possibilities. Among those who named medium wave in the recent surveys, more than three out of four were able to do so - and among those citing an exact number, RIAS's 989 kc wave length was by far the one most often cited (by 31% of the total sample).

"And over which wave length do you tune in?"

IF "Medium wave" mentioned:
"Which frequency?"

East Zone RIAS Listeners at the ...

	<u>Industrial</u> <u>Fair 1956</u>	<u>Industrial</u> <u>Fair 1958</u>
RIAS medium wave, 303 m or 989 kilocycles	12%)	31%)
RIAS medium wave, 407 m or 737 kilocycles	3 } 16%	2 } 33%
RIAS medium wave, 439 m or 683 kilocycles	1)	*)
Localization according to dial position without indication of wave length	11	4
Wrong wave length	4	5
No opinion/No answer	<u>44</u> 75%	<u>4</u> 46%

* Less than one half of one per cent.

Section 2 - RIAS Programs

ALMOST EVERY RIAS LISTENER HEARS ITS POLITICAL PROGRAMS ...
BROADCASTS FOR THE EAST ZONE HAD LARGEST GAIN IN POPULARITY ...

As a completely open question, all persons indicating that they listened to RIAS were asked to name those programs to which they usually listen. It is another of the questions which was also asked in the 1956 survey of East German Industrial Fair visitors.

In view of the fact that in 1956 RIAS listeners mentioned on the average about two programs per respondent, and this year they mentioned an average of almost three programs, simple comparison of the percentages mentioning each program might lead to misinterpretations. Thus, by reading the figure that 78 per cent of the respondents in 1956 mentioned News programs, while 88 per cent did so in 1958, one might feel that News programs gained in popularity. As an aid to interpretation (in view of the fact that many programs were named by each respondent) the columns headed "Per cent of Mentions" has been calculated for both year's replies. In 1956, the 78 per cent who mentioned News programs represented 37 per cent of all programs mentioned. In 1958, the 88 per cent for News was but 30 per cent of all programs mentioned.

Programs which, therefore, meet the double test of being not only mentioned by larger percentages this year, but which also garnered greater percentages of all the programs mentioned, are:

Per Cent of All Mentions

East Zone RIAS Listeners at the ...

	<u>Industrial</u> <u>Fair 1956</u>	<u>Industrial</u> <u>Fair 1958</u>
Broadcasts for the		
Soviet Zone	4%	12%
Commentaries	4	9
Hits of the Week	3	8
"The Voice of America"	3	7
"It Happened in Berlin"	3	6

Three of these are political or message programs, while the other two must be considered as audience building entertainment programs.

"To which programs of RIAS do you usually listen?"

	<u>Percentage of Respondents</u>		<u>Per cent of All Mentions</u>	
	1956 (288)	1958 (423)	1956	1958
<u>Political programs</u>	(140%)	(198%)	(67%)	(67%)
News	78%	88%	37%	30%
"Die Insulaner" (The Islanders)	22	17	11	6
Commentaries	9	27	4	9
Broadcasts for the Soviet Zone	8	36	4	12
"The Voice of America"	7	21	3	7
"Pinsel and Schnorchel"	6	2	3	1
Political programs	6	3	3	1
The European Hour	2	-	1	-
Other political programs	2	4	1	1
<u>Light programs</u>	(37%)	(74%)	(17%)	(25%)
Dance and light music	9	10	4	3
"Es geschah in Berlin" (It happened in Berlin)	7	17	3	6
"Schlager der Woche" (Hits of the Week)	6	22	3	8
Radio plays	5	9	2	3
"Die Bunte Palette" (The bright Palette)	2	1	1	*
Other entertainment programs	8	15	4	5
<u>Miscellaneous programs</u>	(31%)	(17%)	(15%)	(7%)
Music and concerts	8	5	4	2
The entire programs of RIAS	5	*	2	*
Farm programs	4	3	2	1
School programs	4	-	2	-
Programs for women	3	2	2	1
Cultural and scientific programs	2	5	1	2
Other broadcasts	5	2	2	1
<u>No opinion/No answer</u>	(2%) 210% [@]	(2%) 291% [@]	(1%) 100%	(1%) 100%

* Less than one half of one per cent.

@ Some respondents gave more than one answer.

A further classification of the programs mentioned into those of a political nature and those which are not, reveals that not only is there a current tendency among RIAS listeners to mention more programs in answer to this question, but an inclination to listen more to the political types of programs. The following table is an edited classification of the respondents who named at least one or more of the "political" programs as those RIAS programs to which they usually listened. Those who failed to mention at least one of the political programs were placed among those who listened to only "non-political" RIAS shows.

The point to be noted here is not merely the fact that the overwhelming percentage of RIAS's listeners usually listen to their political programs, but that the percentage doing so has increased to a point even beyond the previous high level (from 86% to 95%).

"To which programs do you usually listen?"
(Open question)

East Zone RIAS Listeners at the ...

	Industrial Fair 1956 (288)	Industrial Fair 1958 (423)
<u>RIAS Respondents who listen to:</u>		
Some political programs	86%	95%
Only non-political programs	<u>14</u> 100%	<u>5</u> 100%

Section 3 - Trends in RIAS Reception Conditions

ONE-THIRD OF RIAS LISTENERS CALL RECEPTION WORSE ...

While East Zone listeners in past years were somewhat divided over whether reception had improved or become worse, they are more agreed now that RIAS's signal has had more difficulties in getting through.

Over one out of three (37%) reports that reception has become worse, as contrasted with but one out of twenty (6%) who feel that it has improved.

"How is the reception of RIAS lately, let's say, during the past six months, has it improved, worsened or is it unchanged? (Somewhat or very much improved?) (Somewhat or very much worse?)"

	<u>East Zone RIAS Listeners at the ...</u>		
	<u>Industrial</u> <u>Fair 1956</u> <u>(288)</u>	<u>INTERBAU</u> <u>1957</u> <u>(965)</u>	<u>Industrial</u> <u>Fair 1958</u> <u>(423)</u>
Very much improved	6% } 20%	4% } 23%	*% } 6%
Somewhat improved	14	19	6
Unchanged	48	58	55
Somewhat worse	16 } 32	7 } 11	26 } 37
Very much worse	16	4	11
No opinion	*	8	2
	<u>100%</u>	<u>100%</u>	<u>100%</u>

SHORT WAVE AND LONG WAVE NOW WORSE THAN MEDIUM WAVE ... FM ALSO DETERIOATES ...

The general picture of reception conditions for RIAS programs as reported by its listeners is not a good one. Whereas in 1957 a majority of RIAS's short wave listeners reported little or no disturbances, fewer than two out of ten (17%) do so now. In fact, six out of ten (62%) say reception is so bad that they can hardly hear anything.

Long wave reception which was reported as poor already last year is equally as bad if not worse this year. While the total reporting major or heavy disturbances over long wave is about the same again, a greater proportion is found for "heavy disturbances" (66% versus 46% in 1957).

A slight improvement in RIAS's medium wave signals may perhaps be the case this year inasmuch as only a quarter of those utilizing it (27%) called it so bad that they could hardly make out the program. Among INTERNAU listeners to RIAS's medium wave bands it was almost as high as a half (46%). The improvement, if there is one, comes with the shift to the category of "major disturbances" but through which the program can still be followed fairly well (up to 51% from 34%). Between the two worst categories, however, there are still eight out of ten medium wave RIAS listeners (78% as against 81% in 1957) in comparison with a total of two-thirds (67%) in 1956.

Even F.M., nine-tenths of whose listeners had reported little or no troubles now indicate more difficulties. Three out of ten (31%) of the recent East German Fair visitors who listen to RIAS over F.M. say that these days they experience major or heavy disturbances when attempting to follow RIAS's programs that way. Only one-third (33%) as contrasted with the earlier two-thirds (66% in 1957 and 71% in 1956) say that they have no difficulties whatsoever.

"When you consider these programs of RIAS, what difficulties do you experience in following these RIAS programs via (FM), (medium wave), (long wave), (short wave)?" (CARD)

- A - No difficulties, clear reception
- B - Minor disturbances, I can hear nearly everything
- C - Major disturbances, but I can follow the program fairly well
- D - Heavy disturbances, I can hear only a little or hardly anything

	<u>Industrial Fair 1956</u>				<u>INTERBAU 1957</u>				<u>Industrial Fair 1958</u>			
	F.M. (48)	Medium wave (213)	Long wave (21)	Short wave (3)	F.M. (498)	Medium wave (715)	Long wave (354)	Short wave (276)	F.M. (238)	Medium wave (417)	Long wave (258)	Short wave (227)
A	71%	14%	25%	33%	66%	6%	6%	8%	33%	4%	2%	2%
B	19	19	25	-	26	14	10	44	36	18	10	15
C	6	44	25	-	6	34	38	29	18	51	22	21
D	4	23	25	67	2	46	46	19	13	27	66	62
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

FM SIGNAL NOW ONLY EXCELLENT IN BRANDENBURG ...

Until this survey, large majorities of RIAS's F.M. users in all Laender reported clear reception. Now, however, only among those residing in Brandenburg do we still find this to be true.

A majority in Sachsen/Anhalt (56%) and large percentages in Sachsen (37%), Thueringen (36%), and in Mecklenburg (42%) now report minor disturbances, which are fortunately not bad enough to interfere with the program.

That the situation is not a subject for satisfaction can be seen in the fact that four out of ten in Sachsen (42%) and in Thueringen (37%), while almost three out of ten in Sachsen/Anhalt (28%) and in Mecklenburg (27%) report the F.M. signal to be subject to serious disturbances.

"When you consider these programs of RIAS, what difficulties do you experience in following these RIAS programs via (FM), (medium wave), (long wave), (short wave)?" (CARD)

- A - No difficulties, clear reception
- B - Minor disturbances, I can hear nearly everything
- C - Major disturbances, but I can follow the programs fairly well
- D - Heavy disturbances, I can hear only a little or hardly anything

RIAS F.M. Reception in 1956, 1957 and 1958 by Land

	<u>Brandenburg</u>			<u>Sachsen</u>			<u>Sachsen/Anhalt</u>			<u>Thueringen</u>			<u>Mecklenburg</u>		
	1956	1957	1958	1956	1957	1958	1956	1957	1958	1956	1957	1958	1956	1957	1958
	(4)	(108)	(48)	(20)	(177)	(81)	(21)	(128)	(43)	(-)	(41)	(40)	(3)	(44)	(26)
A	75%	73%	75%	70%	70%	21%	71%	63%	16%		51%	27%	67%	63%	31%
B	25	22	15	15	24	37	24	29	56		29	36	-	32	42
C	-	5	8	10	4	21	5	6	14		10	27	-	5	19
D	-	-	2	5	2	21	-	2	14		10	10	33	-	8
	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%

MEDIUM WAVE SIGNAL SOMEWHAT IMPROVED OVER 1957 ...

Although RIAS's medium wave reception is still far from good, some improvement seems to have occurred over the past year. For as noted about RIAS's medium wave signal in general, the percentage reporting the heaviest kinds of disturbances in each Land has gone down considerably, and there is a greater tendency to call the disturbances major - but not such as to prevent them from following the program fairly well. This is true in all Laender with the possible exception of Brandenburg, where the medium wave signal has stood up fairly well.

The most outstanding examples occurred in Sachsen/Anhalt and in Thueringen. In the former only 25 per cent (from 65%) now call the disturbances so heavy that they cannot follow the program while the percentage calling the trouble serious but not impossible has gone up to 64 per cent (from the former 23%).

"When you consider these programs of RIAS, what difficulties do you experience in following these RIAS programs via (FM), (medium wave), (long wave), (short wave)?" (CARD)

- A - No difficulties, clear reception
- B - Minor disturbances, I can hear nearly everything
- C - Major disturbances, I can follow the programs fairly well
- D.- Heavy disturbances, I can hear only a little or hardly anything

RIAS Medium Wave Reception in 1956, 1957 and 1958 by Land

	<u>Brandenburg</u>			<u>Sachsen</u>			<u>Sachsen/Anhalt</u>			<u>Thueringen</u>			<u>Mecklenburg</u>		
	1956	1957	1958	1956	1957	1958	1956	1957	1958	1956	1957	1958	1956	1957	1958
	(59)	(229)	(83)	(62)	(218)	(137)	(43)	(138)	(84)	(30)	(72)	(66)	(19)	(59)	(47)
A	27%	14%	11%	5%	3%	2%	7%	1%	3%	13%	1%	6%	16%	-%	-%
B	27	31	43	10	4	10	19	11	8	27	6	14	16	5	17
C	41	33	33	51	41	48	46	23	64	47	29	53	21	41	66
D	5	22	13	34	52	40	28	65	25	13	64	27	47	54	17
	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>	<u>100%</u>

DETERIORATION IN LONG WAVE SIGNAL DUE MAINLY TO SACHSEN, THUERINGEN REPORTS ...

From the table below it can be observed that the worsened reception for RIAS's long wave signal appears to be due for the most part to the reports given by listeners in Sachsen and Thueringen. In the former, eight out of ten (82%) now call the signal so bad that they can hear but little or hardly anything. In Thueringen, two people out of three (66%) say that the long wave signal is that bad.

RIAS's long wave reception in Brandenburg, Sachsen/Anhalt, and in Mecklenburg is no better this year than was reported in 1957.

"When you consider these programs of RIAS, what difficulties do you experience in following these RIAS programs via (FM), (Medium wave), (long wave), (short wave)?" (CARD)

RIAS Long Wave Reception in 1957 and 1958 by Land+

	<u>Brandenburg</u>		<u>Sachsen</u>		<u>Sachsen/ Anhalt</u>		<u>Thueringen</u>		<u>Mecklenburg</u>	
	1957 (72)	1958 (51)	1957 (139)	1958 (88)	1957 (64)	1958 (52)	1957 (48)	1958 (41)	1957 (31)	1958 (26)
No difficulties, clear reception	11%	8%	5%	-%	3%	-%	6%	2%	-%	-%
Minor disturbances, I can hear nearly everything	14	27	11	3	8	8	10	10	6	8
Major disturbances, but I can follow the program fairly well	39	22	40	15	26	29	48	22	36	35
Heavy disturbances, I can hear only little or hardly anything	<u>36</u> 100%	<u>43</u> 100%	<u>44</u> 100%	<u>82</u> 100%	<u>63</u> 100%	<u>63</u> 100%	<u>36</u> 100%	<u>66</u> 100%	<u>58</u> 100%	<u>57</u> 100%

+ 1956 data omitted since the number of cases is too small.

ALL LAENDER REPORT WORSENER SHORT WAVE RECEPTION ...

RIAS's short wave reception which appeared to do fairly well in 1957 has seriously deteriorated according to the reports from all Laender. Only in Brandenburg can it be said that a majority is still able to follow the programs.

"When you consider these programs of RIAS, what difficulties do you experience in following these RIAS programs via (FM), (medium wave), (long wave), (short wave)?" (CARD)

RIAS Short Wave Reception in 1957 and 1958 by Land+

	<u>Brandenburg</u>		<u>Sachsen</u>		<u>Sachsen/ Anhalt</u>		<u>Thueringen</u>		<u>Mecklenburg</u>	
	1957	1958	1957	1958	1957	1958	1957	1958	1957	1958
	(59)	(37)	(116)	(87)	(54)	(43)	(27)	(38)	(26)	(22)
No difficulties, clear reception	12%	8%	9%	1%	4%	-%	4%	3%	12%	-%
Minor disturbances, I can hear nearly everything	53	43	48	13	26	7	37	8	46	9
Major disturbances, but I can follow the program fairly well	17	3	26	33	46	21	37	16	27	9
Heavy disturbances, I can hear only little or hardly anything	<u>18</u> 100%	<u>46</u> 100%	<u>17</u> 100%	<u>53</u> 100%	<u>24</u> 100%	<u>72</u> 100%	<u>22</u> 100%	<u>73</u> 100%	<u>15</u> 100%	<u>82</u> 100%

+ 1956 data omitted since the number of cases is too small.

Section 4 - How the RIAS Audience Listens

Since the amount of disturbances encountered on the different wave lengths must surely play a role in the proportions of the RIAS audience utilizing each of these possibilities, it is necessary to edit the replies to the question on the quality of reception noted according to the wave lengths utilized in listening to RIAS. This has been done in the chart below.

INCREASING USE OF SEVERAL WAVE LENGTHS ...

When the chart below was prepared on the basis of the answers of those RIAS listeners found among East German visitors to the INTERBAU of 1957, it was discovered that four out of ten (41%) utilized only one of the four channels which were available for hearing RIAS.

In the year since then the pattern has changed dramatically. Only 15 per cent mentioned a single channel, while twice as many (31%) now said that they heard RIAS over all four possibilities - F.M., medium wave, long wave, and short wave!

RIAS Listeners' Utilization of Different Wave Lengths

<u>No. of Channels</u>	<u>Medium Wave</u>	<u>F.M.</u>	<u>Long Wave</u>	<u>Short Wave</u>	<u>Per Cent Utilizing</u>	
					<u>1957</u>	<u>1958</u>
One -	x				20%	14%
		x			16	1
			x		1	-
				x	4	*
					41%	15%
Two -	x	x			12%	16%
	x		x		11	9
	x			x	5	5
		x	x		*	-
		x		x	1	-
			x	x	1	-
					30%	30%
Three -	x	x	x		9%	6%
	x		x	x	5	16
	x	x		x	4	2
		x	x	x	*	-
						18%
Four	x	x	x	x	9%	31%
No answer					2	*
					100%	100%

* Less than one half of one per cent.

MEDIUM WAVE STILL VERY IMPORTANT CHANNEL ...

Since the chart above was constructed on the basis of replies concerning reception conditions found for the different RIAS channels over which they listened, it is possible to determine the relative use of each wave length, and contrast that with the percentages which named each wave length as the one they usually use.

Despite the fact that fully as many people said that they usually heard RIAS over F.M. as said they usually used medium wave, the preceding chart shows that almost everyone (99%) actually uses medium wave at some time or other, as against two-thirds using F.M. (65%).

While few people said that they usually listened over short- or long wave, majorities of all RIAS listeners were found to make use of it to some degree.

RIAS Audience Utilization of Wave Lengths

	<u>Industrial Fair 1958</u>	
	<u>Usually</u>	<u>At some time or other</u>
Medium wave	46%	99%
F.M.	46	65
Long Wave	3	62
Short wave	7	54

Part IV - Comparative Reception Conditions of
RIAS, SFB, and West German Stations

Section 1 - By Channel

In addition to asking RIAS listeners for the quality of reception they found when listening to that station over F.M., medium wave, short wave, and long wave, East German respondents who indicated that they listened to Sender Freies Berlin, or to the West German stations were asked how they found reception conditions to be for those stations over the four types of channels.

Although there are actually a number of different West German radio stations, and RIAS and SFB individual stations, the answers to the "West German" stations taken as a unit is present below so that readers may have a measure of understanding of the different conditions facing the West Berlin stations (RIAS and SFB) as against the West German stations.

RECEPTION OF WEST GERMAN STATIONS - SUPERIOR OVER FM ...
- SLIGHTLY BETTER OVER MEDIUM WAVE ...
- ABOUT THE SAME OVER SHORT & LONG WAVE ...

SFB'S FM ABOUT THE SAME AS RIAS'S, BUT MEDIUM WAVE IS BETTER ...

Careful reading of the figures below point up the fact that the reception conditions for the West German stations inside the East Zone is generally better than that for either of the two West Berlin stations. While the West German stations apparently have fully as much trouble getting a trouble-free long and short wave signal into the East Zone, they do better than either RIAS or SFB when it comes to medium wave or F.M.

At least eight out of ten listeners to each of these stations report major or heavy disturbances for the long and short wave facilities of the stations. The superior reception which listeners to West German stations enjoy over F.M. can be noted in the fact that only one out of ten (10%) reports any serious disturbances, while three out of ten RIAS F.M. listeners (31%) and four out of ten SFB F.M. listeners (39%) have that much trouble.

Over medium wave the reception of the West German stations is not as good as over F.M., but is still better than that reported for either RIAS or SFB (48% report "major" or "heavy" disturbances while 63% of SFB's listeners and 78% of RIAS's listeners report such trouble).

"When you consider these programs of (RIAS), (SFB), (the West German stations), what difficulties do you experience in following these (RIAS), (SFB), (West German) programs via (FM), (medium wave), (long wave), (short wave)?" (CARD)

<u>Industrial Fair 1958</u>						
	<u>F.M.</u>			<u>Medium Wave</u>		
	<u>RIAS</u>	<u>SFB</u>	<u>West German</u>	<u>RIAS</u>	<u>SFB</u>	<u>West German</u>
	<u>(238)</u>	<u>(158)</u>	<u>stations</u>	<u>(417)</u>	<u>(252)</u>	<u>stations</u>
			<u>(218)</u>			<u>(373)</u>
No difficulties, clear reception	33%	36%	40%	4%	7%	28%
Minor disturbances, I can hear nearly everything	36	25	50	18	30	24
Major disturbances, but I can follow the program fairly well	18	33	5	51	41	44
Heavy disturbances, I can hear only little or hardly anything	13	6	5	27	22	4
	100%	100%	100%	100%	100%	100%
	31%		39%	78%		63%
	}		10%	}		48%

<u>Industrial Fair 1958</u>						
	<u>Long Wave</u>			<u>Short Wave</u>		
	<u>RIAS</u>	<u>SFB</u>	<u>West German</u>	<u>RIAS</u>	<u>SFB</u>	<u>West German</u>
	<u>(258)</u>	<u>(106)</u>	<u>stations</u>	<u>(227)</u>	<u>(111)</u>	<u>stations</u>
			<u>(137)</u>			<u>(135)</u>
No difficulties, clear reception	2%	3%	17%	2%	3%	13%
Minor disturbances, I can hear nearly everything	10	10	3	15	16	7
Major disturbances, but I can follow the program fairly well	22	9	5	21	7	13
Heavy disturbances, I can hear only little or hardly anything	66	78	75	62	74	67
	100%	100%	100%	100%	100%	100%
	88%		87%	83%		81%
	}		80%	}		80%

Section 2 - FM Reception by Land+

IN BRANDENBURG ALL FM RECEPTION GOOD - IN ALL OTHER LAENDER WEST GERMAN RECEPTION THE BEST ...

From the figures below, it can be seen that within Brandenburg F.M. reception of all of the stations is found to be good, with only about one listener out of ten reporting "major" or "heavy" disturbances. In the remaining Laender, reception reports about the West German stations continues to be good, while reception of both SFB and RIAS falls off slightly.

Between RIAS and SFB, however, outside of Brandenburg (where they are equal) the RIAS signal seems to be the better of the two.

	<u>Industrial Fair 1958</u>					
	<u>Brandenburg</u>			<u>Sachsen</u>		
			West German			West German
	<u>RIAS</u>	<u>SFB</u>	<u>stations</u>	<u>RIAS</u>	<u>SFB</u>	<u>stations</u>
<u>F.M. Reception:</u>	(48)	(33)	(17)	(81)	(53)	(68)
No difficulties, clear reception	75%	67%	41%	21%	30%	40%
Minor disturbances, I can hear nearly everything	15	21	47	37	28	49
Major disturbances, but I can follow the program fairly well	8	12	6	21	32	4
Heavy disturbances, I can hear only little or hardly anything	<u>2</u> 100%	<u>-</u> 100%	<u>6</u> 100%	<u>21</u> 100%	<u>10</u> 100%	<u>7</u> 100%

	<u>Industrial Fair 1958</u>					
	<u>Sachsen/Anhalt</u>			<u>Thueringen</u>		
			West German			West German
	<u>RIAS</u>	<u>SFB</u>	<u>stations</u>	<u>RIAS</u>	<u>SFB</u>	<u>stations</u>
<u>F.M. Reception:</u>	(43)	(37)	(68)	(40)	(17)	(37)
No difficulties, clear reception	16%	27%	46%	27%	17%	27%
Minor disturbances, I can hear nearly everything	56	30	47	36	12	68
Major disturbances, but I can follow the program fairly well	14	40	3	27	59	5
Heavy disturbances, I can hear only little or hardly anything	<u>14</u> 100%	<u>3</u> 100%	<u>4</u> 100%	<u>10</u> 100%	<u>12</u> 100%	<u>-</u> 100%

(Cont'd)

+ All conclusions must be considered tentative where less than fifty cases are involved.

(Cont'd)

	<u>Industrial Fair 1958</u>		
	<u>Mecklenburg</u>		
	<u>RIAS</u> <u>(26)</u>	<u>SFB</u> <u>(18)</u>	<u>West German</u> <u>stations</u> <u>(28)</u>
<u>F.M. Reception:</u>			
No difficulties, clear reception	31%	33%	46%
Minor disturbances, I can hear nearly everything	42	22	39
Major disturbances, but I can follow the program fairly well	19	39	11
Heavy disturbances, I can hear only little or hardly anything	<u>8</u> <u>100%</u>	<u>6</u> <u>100%</u>	<u>4</u> <u>100%</u>

Section 3 - Medium Wave Reception by Land*

IN BRANDENBURG RIAS AND SFB RECEPTION BETTER THAN WEST GERMAN STATIONS,
BUT REVERSE IS TRUE IN OTHER LAENDER ...

As for medium wave reception in Land Brandenburg, RIAS and SFB are better received than the West German stations, but even their reception is not particularly good since almost half (46% in each case) report serious difficulties.

In all of the other Laender, it is the West German stations (possibly because there is always some one station closer to that particular Land which can put across a signal superior to the two West Berlin stations) which can be heard better.

The real comparison must remain that between RIAS and SFB. It is remarked that in three of the four Laender - Sachsen, Sachsen/Anhalt and Mecklenburg - the RIAS signal suffers by comparison with that of SFB.

	<u>Industrial Fair 1958</u>					
	<u>Brandenburg</u>			<u>Sachsen</u>		
	<u>RIAS</u> <u>(83)</u>	<u>SFB</u> <u>(59)</u>	<u>West German</u> <u>stations</u> <u>(18)</u>	<u>RIAS</u> <u>(137)</u>	<u>SFB</u> <u>(74)</u>	<u>West German</u> <u>stations</u> <u>(127)</u>
<u>Medium Wave Reception:</u>						
No difficulties, clear reception	11%	13%	-%	2%	4%	14%
Minor disturbances, I can hear nearly everything	43	41	33	10	20	30
Major disturbances, but I can follow the program fairly well	33	39	56	48	38	49
Heavy disturbances, I can hear only little or hardly anything	<u>13</u> <u>100%</u>	<u>7</u> <u>100%</u>	<u>11</u> <u>100%</u>	<u>40</u> <u>100%</u>	<u>38</u> <u>100%</u>	<u>7</u> <u>100%</u>

(Cont'd)

* All conclusions must be considered tentative where less than fifty cases are involved.

(Cont'd)

Industrial Fair 1958

	<u>Sachsen/Anhalt</u>			<u>Thueringen</u>		
			<u>West German stations</u>			<u>West German stations</u>
	<u>RIAS</u>	<u>SFB</u>		<u>RIAS</u>	<u>SFB</u>	
	<u>(84)</u>	<u>(62)</u>	<u>(117)</u>	<u>(66)</u>	<u>(24)</u>	<u>(59)</u>
<u>Medium Wave Reception:</u>						
No difficulties, clear reception	3%	8%	46%	6%	-%	24%
Minor disturbances, I can hear nearly everything	8	29	14	14	21	24
Major disturbances, but I can follow the program fairly well	64	52	38	22	42	50
Heavy disturbances, I can hear only little or hardly anything	<u>25</u> <u>100%</u>	<u>11</u> <u>100%</u>	<u>2</u> <u>100%</u>	<u>27</u> <u>100%</u>	<u>37</u> <u>100%</u>	<u>2</u> <u>100%</u>

Industrial Fair 1958

Mecklenburg

	<u>RIAS</u>	<u>SFB</u>	<u>West German stations</u>
	<u>(47)</u>	<u>(33)</u>	<u>(52)</u>
<u>Medium Wave Reception:</u>			
No difficulties, clear reception	-%	6%	36%
Minor disturbances, I can hear nearly everything	17	43	29
Major disturbances, but I can follow the program fairly well	66	30	33
Heavy disturbances, I can hear only little or hardly anything	<u>17</u>	<u>21</u>	<u>2</u>
	<u>100%</u>	<u>100%</u>	<u>100%</u>

Section 4 - Long and Short Wave Reception by Land

Due to the fact that in almost all of the following results, percentages have necessarily been calculated upon reports by fewer than fifty people, it is felt that comparative judgments should not be made, and the figures are merely presented for inspection.

<u>Industrial Fair 1958</u>						
	<u>Brandenburg</u>			<u>Sachsen</u>		
	<u>RIAS</u>	<u>SFB</u>	<u>West German</u>	<u>RIAS</u>	<u>SFB</u>	<u>West German</u>
	<u>(51)</u>	<u>(25)</u>	<u>stations</u> <u>(9)</u>	<u>(88)</u>	<u>(34)</u>	<u>stations</u> <u>(46)</u>
<u>Long Wave Reception:</u>						
No difficulties, clear reception	8%	12%	-%	-%	-%	4%
Minor disturbances, I can hear nearly everything	27	24	-	3	6	2
Major disturbances, but I can follow the program fairly well	22	16	33	15	3	7
Heavy disturbances, I can hear only little or hardly anything	<u>43</u> 100%	<u>48</u> 100%	<u>67</u> 100%	<u>82</u> 100%	<u>91</u> 100%	<u>87</u> 100%

<u>Industrial Fair 1958</u>						
	<u>Sachsen/Anhalt</u>			<u>Thueringen</u>		
	<u>RIAS</u>	<u>SFB</u>	<u>West German</u>	<u>RIAS</u>	<u>SFB</u>	<u>West German</u>
	<u>(52)</u>	<u>(24)</u>	<u>stations</u> <u>(40)</u>	<u>(41)</u>	<u>(10)</u>	<u>stations</u> <u>(25)</u>
<u>Long Wave Reception:</u>						
No difficulties, clear reception	-%	-%	40%	2%	-%	8%
Minor disturbances, I can hear nearly everything	8	8	5	10	-	4
Major disturbances, but I can follow the program fairly well	29	13	-	22	10	4
Heavy disturbances, I can hear only little or hardly anything	<u>63</u> 100%	<u>79</u> 100%	<u>55</u> 100%	<u>66</u> 100%	<u>90</u> 100%	<u>84</u> 100%

<u>Industrial Fair 1958</u>			
	<u>Mecklenburg</u>		
	<u>RIAS</u>	<u>SFB</u>	<u>West German</u>
	<u>(26)</u>	<u>(13)</u>	<u>stations</u> <u>(17)</u>
<u>Long Wave Reception:</u>			
No difficulties, clear reception	-%	-%	18%
Minor disturbances, I can hear nearly everything	8	8	-
Major disturbances, but I can follow the program fairly well	35	-	-
Heavy disturbances, I can hear only little or hardly anything	<u>57</u> 100%	<u>92</u> 100%	<u>82</u> 100%

Industrial Fair 1958

	<u>Brandenburg</u>			<u>Sachsen</u>		
	<u>RIAS</u>	<u>SFB</u>	<u>West German</u>	<u>RIAS</u>	<u>SFB</u>	<u>West German</u>
	<u>(37)</u>	<u>(22)</u>	<u>stations</u> <u>(9)</u>	<u>(87)</u>	<u>(40)</u>	<u>stations</u> <u>(49)</u>
<u>Short Wave Reception:</u>						
No difficulties, clear reception	8%	9%	-%	1%	-%	4%
Minor disturbances, I can hear nearly everything	43	32	11	13	18	8
Major disturbances, but I can follow the program fairly well	3	4	22	33	5	16
Heavy disturbances, I can hear only little or hardly anything	<u>46</u> 100%	<u>55</u> 100%	<u>67</u> 100%	<u>53</u> 100%	<u>77</u> 100%	<u>72</u> 100%

Industrial Fair 1958

	<u>Sachsen/Anhalt</u>			<u>Thueringen</u>		
	<u>RIAS</u>	<u>SFB</u>	<u>West German</u>	<u>RIAS</u>	<u>SFB</u>	<u>West German</u>
	<u>(43)</u>	<u>(24)</u>	<u>stations</u> <u>(37)</u>	<u>(38)</u>	<u>(11)</u>	<u>stations</u> <u>(23)</u>
<u>Short Wave Reception:</u>						
No difficulties, clear reception	-%	-%	30%	3%	-%	9%
Minor disturbances, I can hear nearly everything	7	8	5	8	9	4
Major disturbances, but I can follow the program fairly well	21	17	11	16	9	4
Heavy disturbances, I can hear only little or hardly anything	<u>72</u> 100%	<u>75</u> 100%	<u>54</u> 100%	<u>73</u> 100%	<u>82</u> 100%	<u>83</u> 100%

Industrial Fair 1958

	<u>Mecklenburg</u>		
	<u>RIAS</u>	<u>SFB</u>	<u>West German</u>
	<u>(22)</u>	<u>(14)</u>	<u>stations</u> <u>(27)</u>
<u>Short Wave Reception:</u>			
No difficulties, clear reception	-%	7%	7%
Minor disturbances, I can hear nearly everything	9	7	3
Major disturbances, but I can follow the program fairly well	9	-	45
Heavy disturbances, I can hear only little or hardly anything	<u>82</u> 100%	<u>86</u> 100%	<u>45</u> 100%

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